

Case study: **HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?**

CAPSTONE PROJECT 1

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DELIVERABLES

- A clear statement of the business task
- A description of all data sources used
- Documentation of any cleaning or manipulation of data
- A summary of your analysis
- Supporting visualizations and key findings
- Your top three recommendations based on your analysis

STATEMENT OF THE BUSINESS TASK

Identification of trends amongst casual riders and using those trends to design a campaign that would aim at converting casual riders into annual members.



DATA SOURCES USED

All data sources have been downloaded from <https://divvy-tripdata.s3.amazonaws.com/index.html> and made available by Motivate International Inc



CLEANING OR MANIPULATION OF DATA

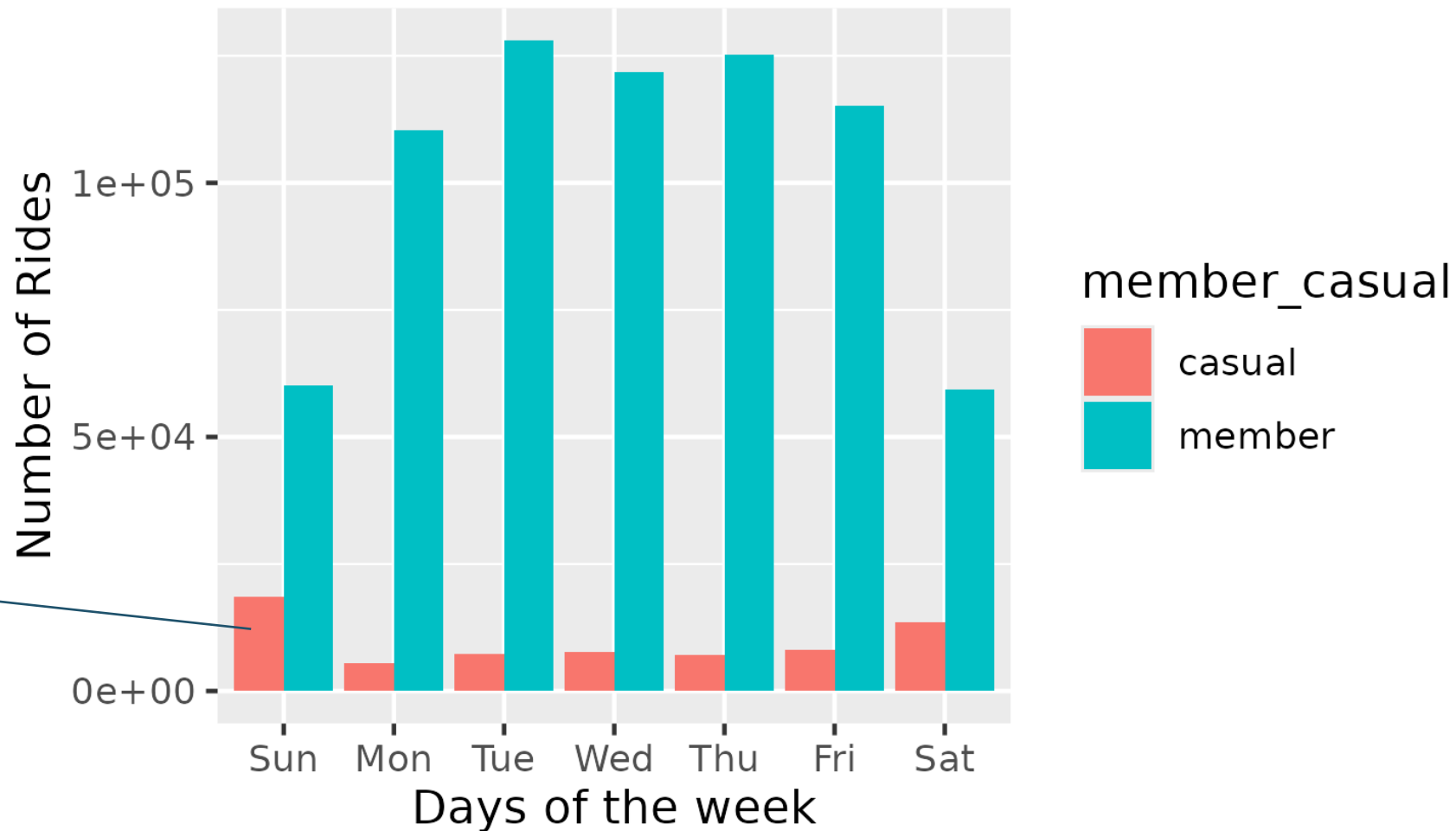
- ✓ Completed using R Programming
- ✓ Merged multiple dataframes into one large dataset.
- ✓ Clean up the data and added two columns- Ride Length and Trip duration.
- ✓ Completed descriptive analysis.
- ✓ Exported final csv file and visualizations for further analysis.

SUMMARY OF MY ANALYSIS

- Number of rides: Members > Casual riders
- Average trip duration: Casual riders > Members
- Overall usage of cycles: Casual riders > Members
- Highest number of rides by Casual riders: Weekends
- Day with highest trip duration by Casual riders: Thursday

SUPPORTING VISUALIZATIONS

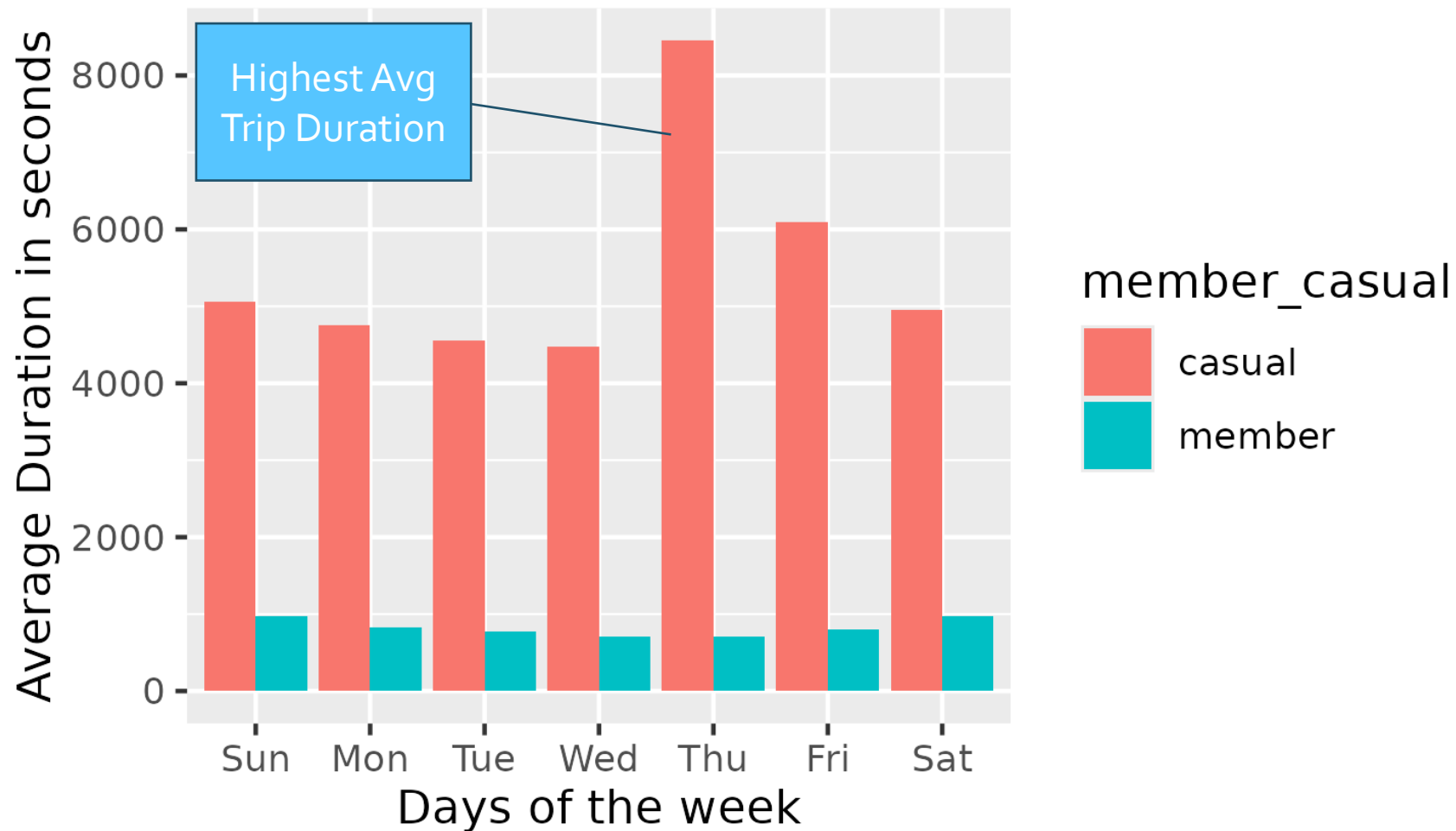
Number of rides per ridetype
Capstone Project 1



Highest
number of
rides

SUPPORTING VISUALIZATIONS

Average Duration per ridetype
Capstone Project 1



TOP THREE RECOMMENDATIONS

- Marketing Campaigns on Weekends targeting Casual Riders.
- Marketing Campaigns on Thursdays targeting Casual Riders.
- Annual membership costs to be lowered or discounts to be offered.

